



UNITED STATES EMBASSY OTTAWA, CANADA  
P.O. BOX 866, STATION B, OTTAWA, ON, K1P 5T1, CANADA - PHONE: (613) 688-5263, FAX: (613) 688-3055

**Location:** OTTAWA, CANADA

**AGRICULTURAL MARKETING SPECIALIST  
(FULL PERFORMANCE/DEVELOPMENTAL LEVELS)  
VACANCY NUMBER: 10-58**

Monday, October 04, 2010

**This Vacancy is Open**

**OPEN TO:** All Interested Candidates

**POSITION:** Agricultural Marketing Specialist (Full Performance/Developmental Levels) **Grade:** FSN-10; FP-5\* (Developmental Level may be established for this position.)

**OPENING DATE:** Monday, October 04, 2010

**CLOSING DATE:** Sunday, October 31, 2010

**WORK HOURS:** 40 hours per week

**SALARY:** Ordinarily Resident:  
FULL PERFORMANCE LEVEL: FSN-10: CAN \$62,213 p.a.  
\*Not-Ordinarily Resident: FULL PERFORMANCE LEVEL: FP-5  
When the incumbent meets all the advertised requirements of the position.

DEVELOPMENTAL LEVEL: FSN-9: CAN \$55,696 p.a.  
\*Not-Ordinarily Resident: DEVELOPMENTAL LEVEL: FP-6  
When the incumbent meets all the advertised requirements of the position but has no (or limited) knowledge of the internal operating procedures of the section or agency.

**LENGTH OF HIRE:** PSA/FMA

**NOTE:** SALARY MAY VARY DEPENDING ON THE QUALIFICATIONS OF THE SUCCESSFUL CANDIDATE.

ONLY CANDIDATES SELECTED FOR AN INTERVIEW WILL BE CONTACTED.

ALL ORDINARILY-RESIDENT APPLICANTS MUST HAVE CANADIAN CITIZENSHIP OR HAVE THE REQUIRED WORK AND/OR RESIDENCE PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

ALL USEFMS, EFMS AND MOHS WHO HAVE NOT YET ARRIVED AT POST ARE WELCOME TO APPLY.

The U. S. Embassy in OTTAWA is seeking an individual for employment in CANADA for the position of Agricultural Marketing Specialist (Full Performance/Developmental Levels) in the Foreign Agricultural Service Office.

#### **BASIC FUNCTION OF POSITION**

The incumbent investigates, analyzes and reports on conditions for marketing U.S. food and agriculture products in Canada and the market access problems which restrict them. S/He works with the Agricultural officers in the coordination of joint cooperator marketing activities and trade shows in Canada. S/He counsels U.S. and Canadian agribusiness contacts concerning opportunities for certain U.S. food and beverage products in the Canadian market. The incumbent of this position conducts continuing research in trade possibilities through study of local Canadian laws and regulations, government and trade publications, scientific journals, and other data relative to market access issues through a wide range of mid- and senior-level contacts among government officials, trade representatives, retailers, distributors, exporters/importers, and the general public. The incumbent develops and maintains data sources and files in support of the commodity reporting conducted by the Agricultural officers.

#### **QUALIFICATIONS REQUIRED**

**NOTE: In the SUBJECT line of the online submission, please indicate the job announcement number and title.**

**All applicants must address each of the six required qualifications detailed below with specific and comprehensive information supporting each item. Interested candidates for this position MUST submit a Universal Application for Employment as a Locally Employed Staff or Family Member (DS - 174) UAE. The form is available online at <http://ottawa.usembassy.gov/>**

**Additionally, U.S. Citizen Eligible Family Members (USEFMs) and U.S. Citizen Veterans are preference candidates and should identify themselves accordingly on the cover letter AND in the SUBJECT line when submitting electronically.**

**PLEASE NOTE: In the SUBJECT line of the online submission, please indicate your preference status i.e. USEFM, US Veteran, Permanent Resident, Dual Citizen, and/or Canadian Citizen.**

**In a situation where additional announcements are published to advertise this position, the job function, required qualifications, and other terms and definitions contained in this official, approved Embassy advertisement shall be used as the controlling document for purposes of screening and selecting qualified candidates.**

- 1. Education:** A Bachelor's degree is required in Agricultural Economics, Agricultural Marketing/Business, Economics, or International Trade. Please submit a copy of the required education credentials with your application.
- 2. Experience:** A minimum of three years of progressively responsible experience in agricultural (food/beverage) trade access and trade marketing, including market analysis, promotion, agricultural reporting or work requiring application of broad management skills is required.
- 3. Language:** Level 4 (Fluency) Speaking/Reading/Writing English is required.
- 4. Knowledge:** A thorough understanding of U.S. Department of Agriculture

agricultural marketing programs, policies, regulations and procedures and a similar understanding of Canadian laws, policies, regulations, procedures and government policies pertaining to agricultural marketing and trade; together with knowledge of market mechanisms, constraints and practices for the various agricultural commodities and processed foods in Canada and the opportunities for marketing of U.S. products in Canada is required.

**5. Skills and Abilities:** Ability to plan, organize and manage broad marketing programs for U.S. agricultural products is required.  
See ADDITIONAL REQUIRED QUALIFICATIONS under "Additional Selection Criteria" listed in this job announcement.

**6. Interpersonal Skills:** Ability to develop and maintain an extensive range of senior-level contacts in the Canadian government and private sector is required.

#### **SELECTION PROCESS**

When equally qualified, U.S. Citizen Eligible Family Members (USEFMs), and U.S. Veterans will be given preference. Therefore, it is essential that the candidate address the required qualifications above in the application.

Candidates for employment are normally hired at the first step of the grade of the position. However, HR Ottawa may consider previous salary history in determining a salary level above Step 1. Documentation must be provided to confirm salary rates above Step 1. For USEFMs, an SF-50 personnel action is required.

#### **ADDITIONAL SELECTION CRITERIA**

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently-employed U.S. Citizen EFMs who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently-employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment, unless currently hired into a position with a When Actually Employed (WAE) work schedule.
6. Testing may be conducted to ensure eligibility levels for specified skills and abilities are met. Overall score ranges for testing through the Brainbench online program are provided under "Definitions".

#### **ADDITIONAL REQUIRED QUALIFICATIONS:**

- Candidates must be able to obtain and hold a NON-SENSITIVE security clearance for this position and pass a medical examination.
- Candidate must have a broad and detailed knowledge of the world and U.S. market situation for agriculture/food products.
- Knowledge of export assistance programs, market development programs, and

commercial export programs is required.

- Candidates must have knowledge of U.S. and Canadian agricultural and trade situations and agriculture business organizations that have strong agricultural trade and investment programs.

- Strong leadership skills are required to initiate and pursue projects and to seek consensus among agricultural cooperator groups, industry, and government.

- The ability to communicate effectively in oral presentations and in writing is required.

- Must be skilled in using computer software: including word processing software, presentation software, database software, and accounting spreadsheet software.

**TO APPLY**

All applicants must submit a cover letter addressing each of the six required qualifications detailed in the job announcement by identifying them and addressing how the applicant meets each of the qualifications. Please state the Job Announcement number and Job Title in the 'SUBJECT' line of your electronic (e-mail) your submission.

U.S. Citizen Eligible Family Members (USEFMs) and U.S. Citizen Veterans are preference candidates and should identify themselves accordingly on the cover letter and in the 'SUBJECT' line of your electronic submission to expedite the screening process.

Interested applicants for this position **MUST** submit the following:

1. Universal Application for Employment (UAE) as a Locally Employed Staff or Family Member (DS-174).

The form is available online at <http://ottawa.usembassy.gov/>

PLEASE NOTE: RESUMES WILL NOT BE ACCEPTED.

IT IS A REQUIREMENT THAT ALL JOB APPLICATIONS BE SUBMITTED ON THE UAE (DS- 174)

2. Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 (Report of Separation from the Armed Forces of the United States.) This form must accompany their application.

3. Any other documentation (e.g., education verification (copy of degree), essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

4. SF-50 Personnel Actions which reflect employment status and Highest Previous Rate (HPR) of salary must be provided by U.S. Citizen Eligible Family Members (USEFMs).

**SUBMIT APPLICATION TO:** Human Resources Office  
American Embassy  
P. O. Box: 866  
Station: B  
Ottawa ON K1P 5T1

You may also e-mail the Applications to:  
(ottawahr@state.gov) and Reference Job Announcement  
number.

**POINT OF CONTACT:** Robin D. Boucher  
Phone: (613) 688-5263

## DEFINITIONS

I. U.S. Citizen Eligible Family Member (USEFM) - For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- U.S. Citizen; and,
- EFM (see below) at least 18 years of age; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG Agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
  1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
  2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM3232.2.

II. EFM: An individual related to a U.S. Government employee in one of the following ways:

- Spouse or same-sex Domestic Partner (as defined in (3 FAM 1610);
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, step-children and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;
- Parent (including step-parents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including step-sisters and step-brothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

III. Member of Household (MOH) - An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

An MOH is under COM authority and may include a parent, unmarried partner, and other relative or adult child who falls outside other Department's current legal and statutory definition of family member. A MOH does not have to be a U.S. Citizen.

IV. Not Ordinarily Resident (NOR) - An individual who:

- Is not a citizen or the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment tax laws; and,
- Has a U.S. Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

V. Ordinarily Resident (OR) - A Foreign National or U.S. Citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without U.S. Social Security Numbers are also OR. All OR employees, including U.S. Citizens, are compensated in accordance with the Local Compensation Package (LCP).

**Test Information:**

**\* Proficiency Level Descriptions - Brainbench Standardized Test Score Results**

The proficiency levels describe in very general terms what typical examinees know and their capabilities in an applied setting. Score ranges for proficiency levels of skills and abilities as tested through the Brainbench online program are as follows:

**NOVICE: 1.00 - 1.50:** Demonstrates an understanding of only the most basic concepts contained within this topic. Individual will most likely require formal training or self-study before receiving any assignments in this area.

**BASIC: 1.51 - 2.50:** Demonstrates an understanding of the fundamental concepts involved with this topic. Knowledge level appears equivalent to that gained through introductory courses. May require supplemental training and close supervision to develop a working knowledge level to be able to perform assignments independently.

**PROFICIENT: 2.51 - 3.50:** Demonstrates a solid understanding of core concepts within this topic. Appears capable of working on most projects in this area with moderate assistance. May require some initial assistance with advanced concepts.

**ADVANCED: 3.51 - 4.50:** Demonstrates a clear understanding of many advanced concepts within this topic. Appears capable of mentoring others on most projects in this area.

**EXPERT: 4.51 - 5.00:** Demonstrates understanding of most advanced concepts within the subject area. Appears capable of mentoring others on the most complex subjects.

**CLOSING DATE FOR THIS POSITION: SUNDAY, OCTOBER 31, 2010**

**The U.S. Mission in Canada provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.**

**The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.**

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